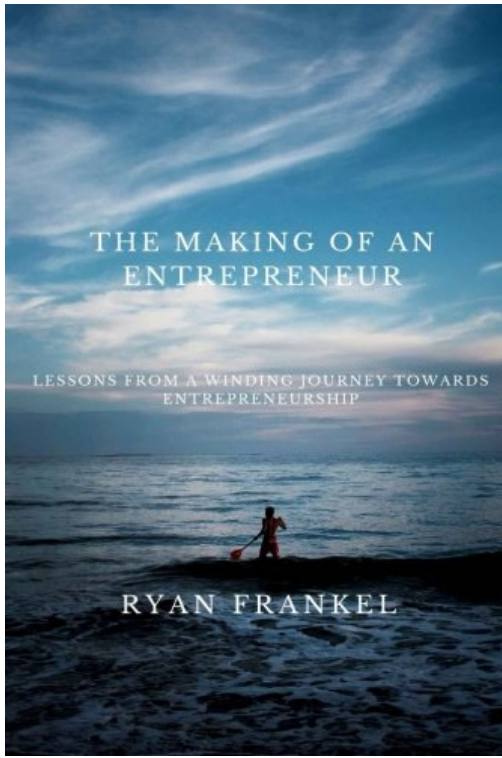


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Book Synopsis

The most brutally honest and candid inside look into the entrepreneurial journey all through the single lens of one entrepreneur's journal entries recounting his experiences launching and scaling a startup. From an idea spawned at the Wharton School of the University of Pennsylvania, to an appearance on ABC's Shark Tank, to a successful exit just four years later, this intensely personal journey appeals to entrepreneurs, their supporters and any aspiring innovators with plans to one day make a dent in the universe.